

Content Marketing
 UNLOCKED

NEILPATEL

Content Outline Template

How To **Grow Your Traffic With**
Content Marketing

Content Outline Template

This a content outline template to follow. Fill in each field accordingly.

Keyword Focus:

Secondary/Tertiary Keywords:

Meta Title Tag (Page Title):

Intro:

Why are we building this content piece?

Tone:

Primary Objective:

URL:

Importance:

Must Have Value Points/Distinct Takeaways:

Enrich your text with the following semantically related words:

Internal Links:

Links to bestselling SKUs like example here (If eCommerce):

Info-graphic suggestions:

Videos to include:

Source Materials - Your Content needs to improve upon known knowledge to let it stand out: